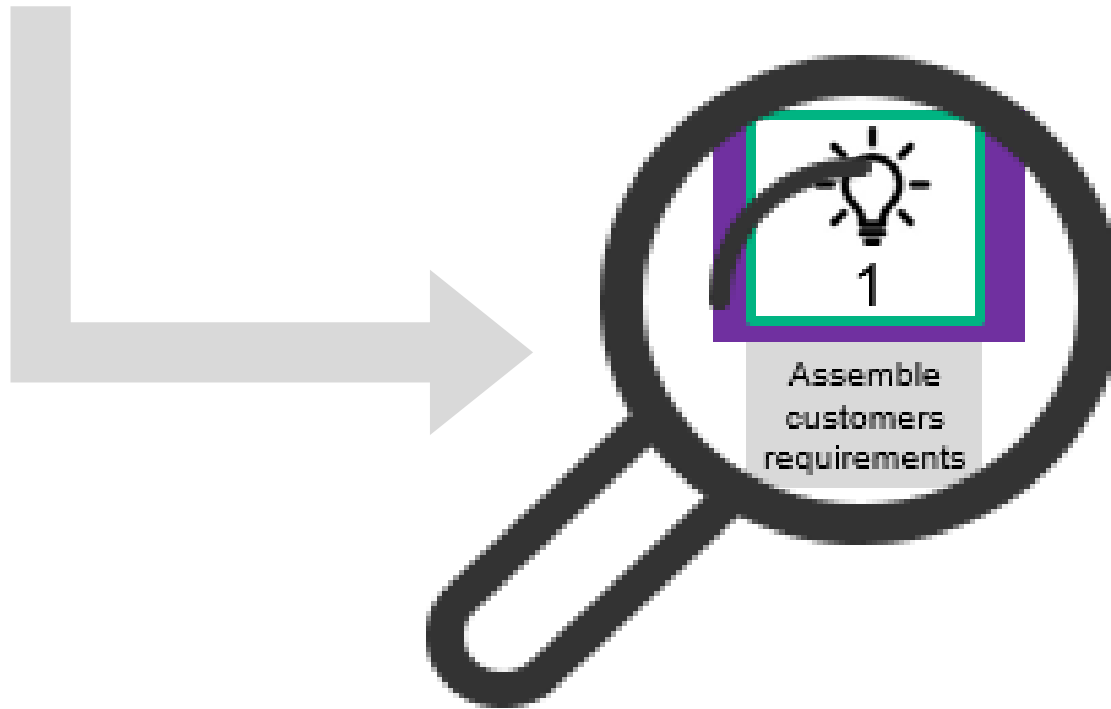
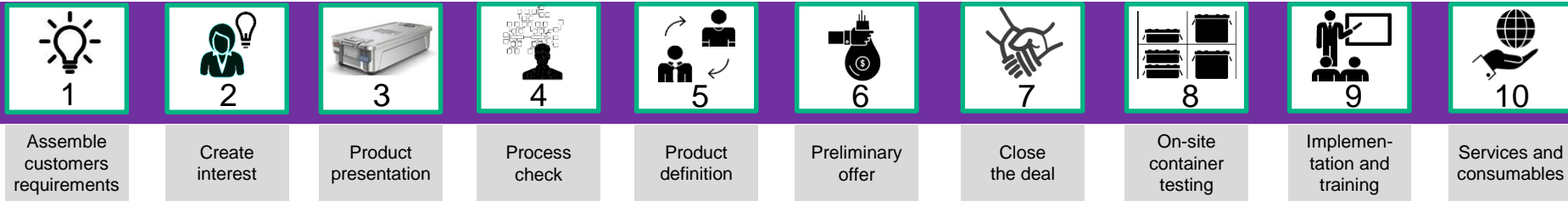


# AICON® – GUIDANCE FOR...

## CUSTOMER TARGETING AND PRODUCT PRESENTATION

# Selling process



# 1. Assemble customer requirements

a

Define goals

b

Build up your own product knowledge

c

Identify customers

d

Evaluate customers

e

Segment customers

f

Find contact person

g

FAQs

h

How to continue?

# 1. Assemble customer requirements

**a** Define goals

**b** Build up your own product knowledge

**c** Identify customers

**d** Evaluate customers

**e** Segment customers

**f** Find contact person

**g** FAQs

**h** How to continue?

## 1.a. Define goals



### **Systematic**

- Develop a conceptual and systematic sales approach for yourself

### **Build up reference customers**

- Ensure customer satisfaction, so that they can enter into further co-operations

### **Use reference customers**

- Using reference customers to show potential customers the advantages of the product

## 1.b. Assemble customer requirements

a

Define goals

b

**Build up your own product knowledge**

c

Identify customers

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Segment customers

f

Find contact person

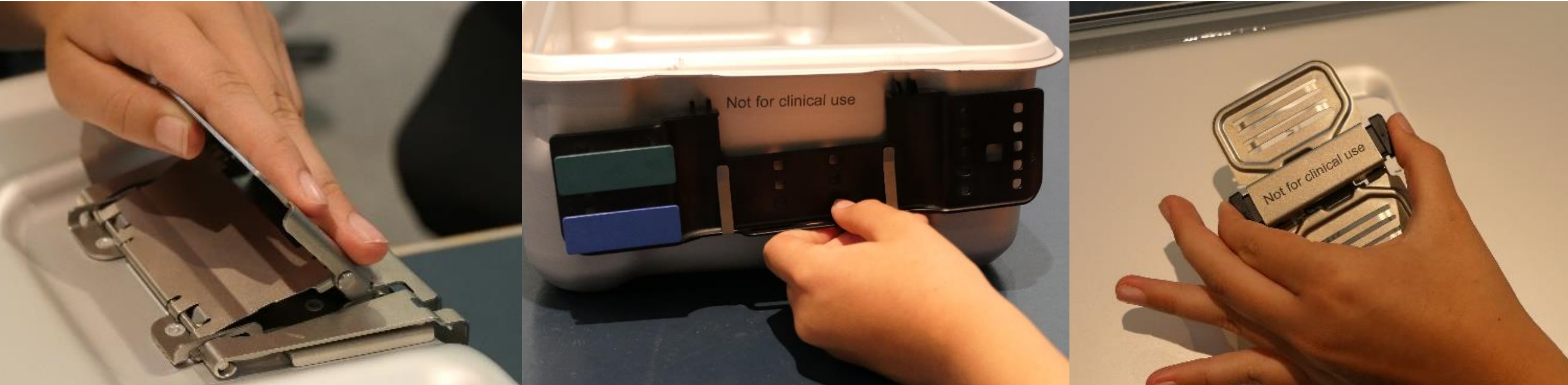
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How to continue?

## 1.b. Build up your own product knowledge



### How it works

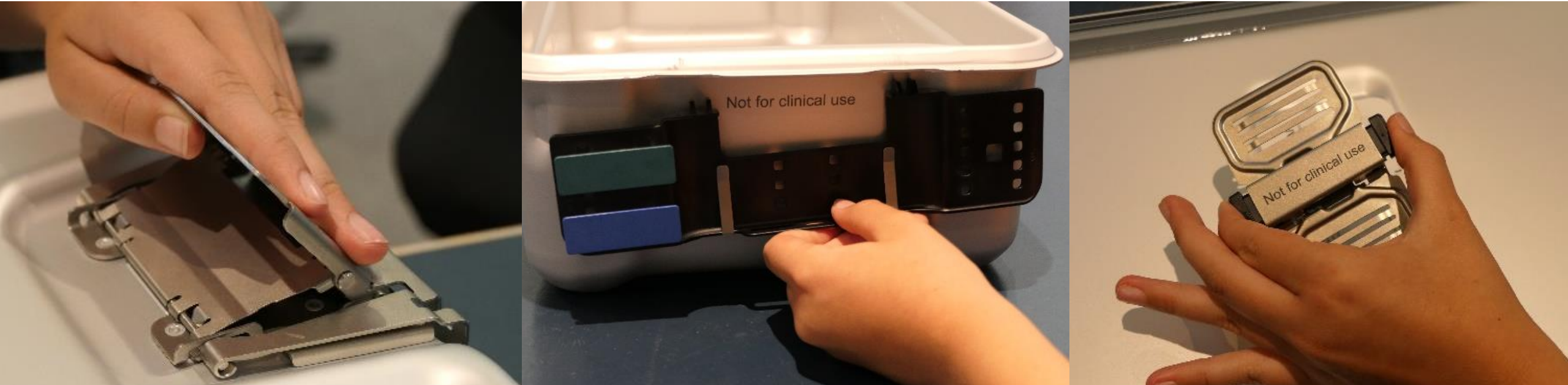
- How exactly does the AICON® container work?
- What are the special features that need to be considered or emphasized?

### Advantages

- What are the advantages of the new AICON® container compared to existing products?
- What added value do these benefits offer customers, and what problems are solved?
- Which processes will be optimized with the AICON® container?



## 1.b. Build up your own product knowledge



### Obstacles

- What difficulties can arise during the presentation?
- What topics could customers be interested in?
- How can these topics be addressed?



# 1. Assemble customer requirements

a

Define goals

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**Identify customers (Preselection)**

d

Evaluate customers

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Segment customers

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Find contact person

g

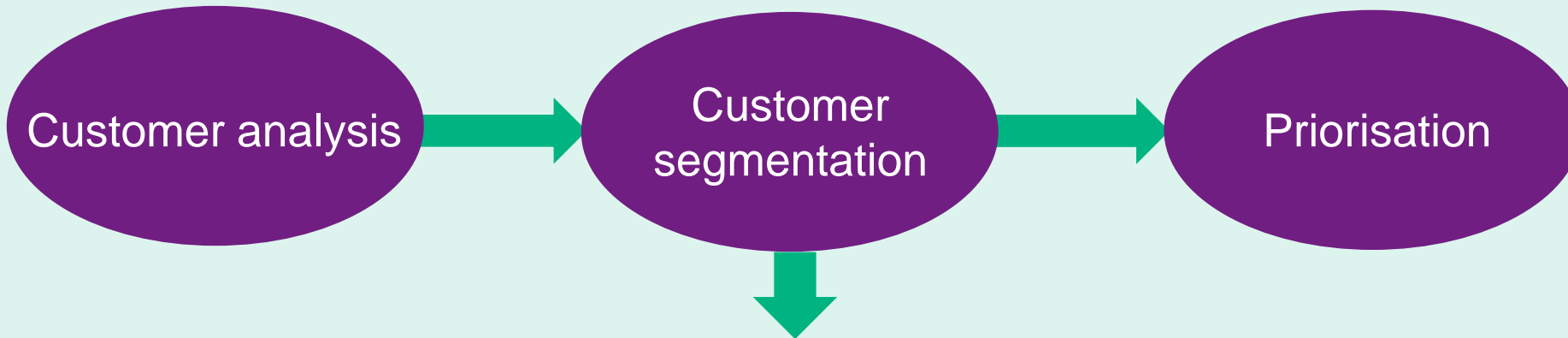
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How to continue?

**FOCUS** on potential **PROJECT CUSTOMERS** rather than customers that buy bits and pieces (low volume daily sales)

## 1.c. Identify customers (Preselection)



**Hospitals that are currently not using  
sterile containers at all**

### Chances

- High sales potential
- Eventually starting with high moving sets and gradual expansion over time

### Risks

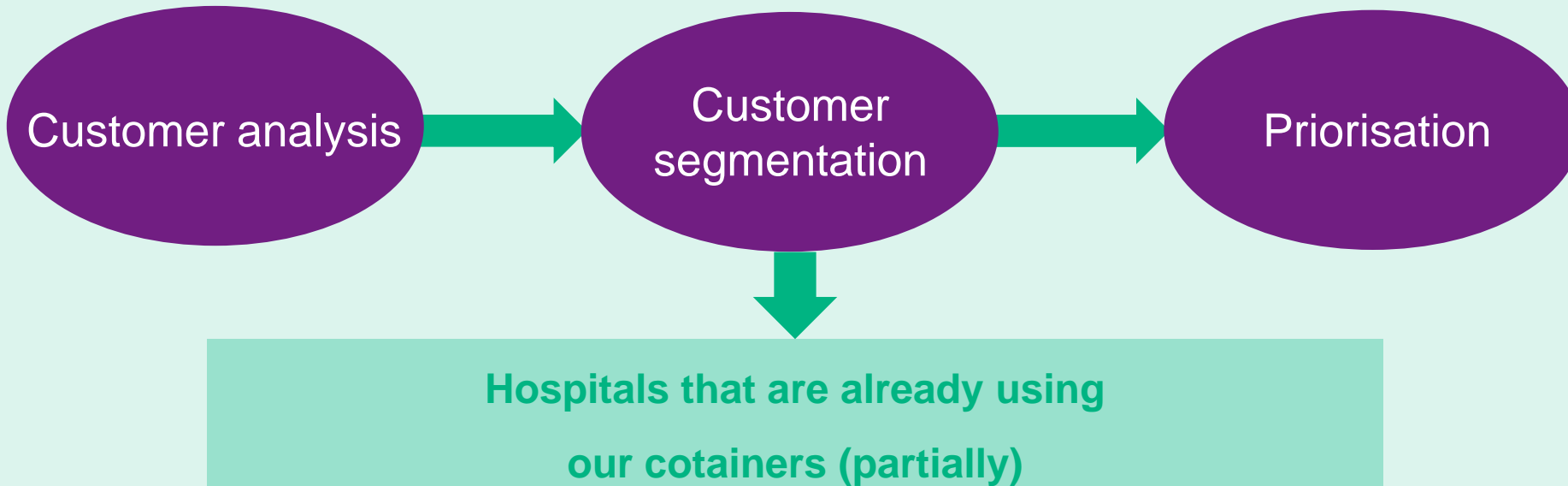
- Sterile container as a complete new packaging system
- Consequently a potential need readjust the processes

### To Do

- Identify pain points
- Create awareness of benefits of sterile containers

**PROJECT CUSTOMERS** rather  
than customers that buy bits and pieces (low volume daily sales)

## 1.c. Identify customers (Preselection)



### Chances

- Already positive experience with our containers
- Reprocessing cycle most likely suitable for sterile containers

### Risks

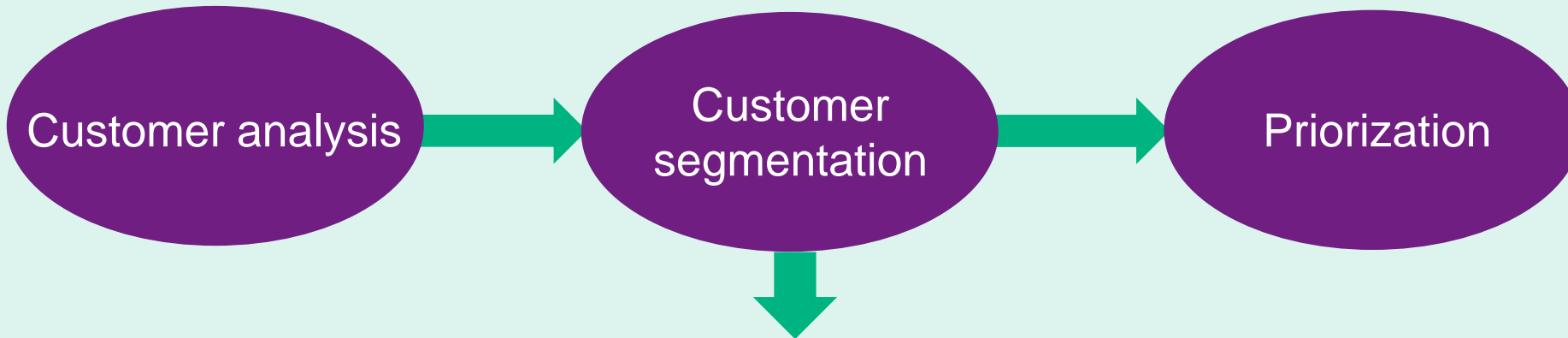
- There must be a reason why hospital is not yet completely containerized (e.g. space, budget, etc.)

### To Do

- Find the reason why hospital is not fully containerized
- Solve this issue

**FOCUS** on potential **PROJECT CUSTOMERS** rather than customers that buy bits and pieces (low volume daily sales)

## 1.c. Identify customers (Preselection)



### Chances

- Already positive experience with containers in general
- Reprocessing cycle most likely suitable for sterile containers

### Risks

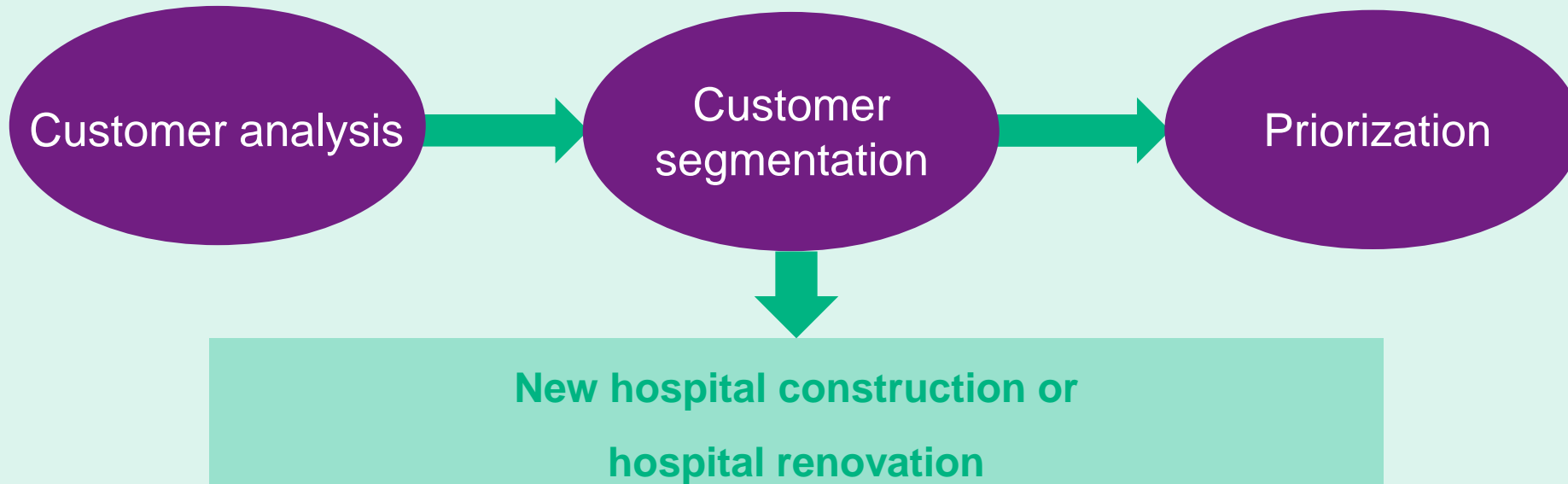
- Potential further containerization however with competitor products to keep product standardization

### To Do

- None

**PROJECT CUSTOMERS** rather  
than customers that buy bits and pieces (low volume daily sales)

## 1.c. Identify customers (Preselection)



### Chances

- Potential of big container sales
- Good opportunity to ensure that the reprocessing cycle and equipment fits for sterile containers

### Risks

- None

### To Do

- Get involved in CSSD planning at very early stage to influence layout, equipment and process flow

# 1. Assemble customer requirements

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Evaluate individual customers (Detailed search)

e

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How to continue?

## 1.d. Evaluate individual customers (Detailed search)



### Current customer expectations

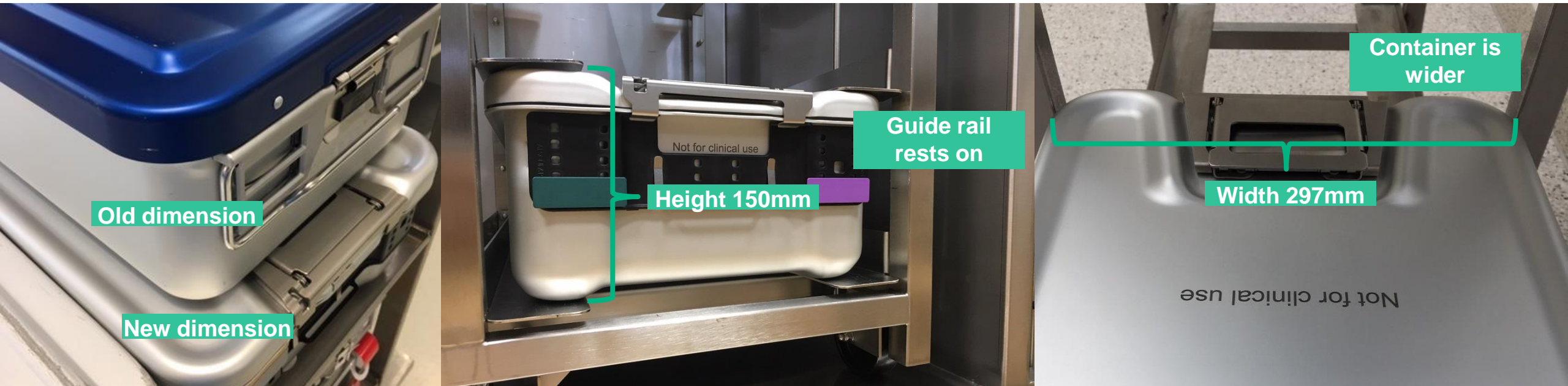
- Has the customer expressed any special wishes?
- Have problems occurred with existing systems?
- Do the customers have specific ideas about the AICON® container?
- What process optimizations do the customers want?

### Could the container fit the customer?

- What would be the implications for customers of switching to the new AICON® container?
- Which processes would be affected by the changeover?
- How complex is the adaptation of the processes, and would the customer be prepared to go along with a process change/opt



## 1.d. Evaluate individual customers (Detailed search)



### Gain an overview of the sterile goods cycle

- The dimensions of the AICON® container are adapted to the standardized dimensions of a STU (sterile goods unit).
- There is a possibility that these dimensions may not correspond to the dimensions of the existing
  - *W&Ds,*
  - *Storage cabinets and*
  - *feeding carts*
 are compatible
- Determination of the status on site
- Determine whether the customer is willing to make any changes that may become necessary

# 1. Assemble customer requirements

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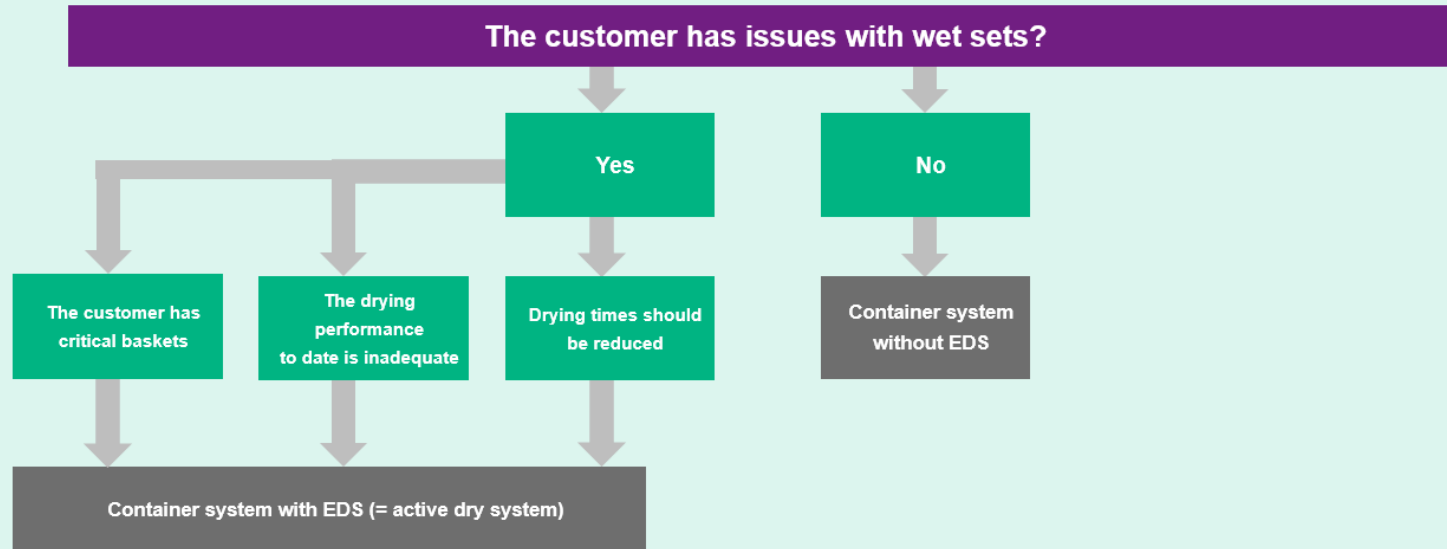
**e Segment customers**

f Find contact person

g FAQs

h How to continue?

## 1.e. Segment customers



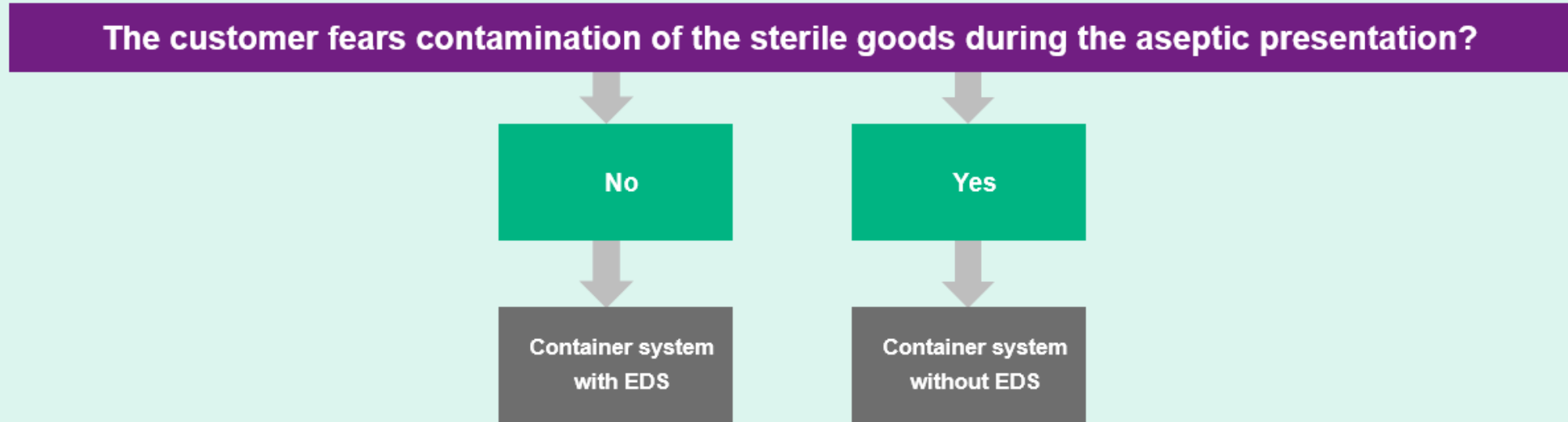
### Customer expectation: Optimizing drying processes

- The EDS system ensures consistent drying results
- Drying times are considerably reduced by the EDS system

### Effects

- More containers can be sterilized
- Possibility to realize cost savings
- Also heavy loaded sets getting dry

## 1.e. Segment customers



### Customer expectation: Retain inner packaging

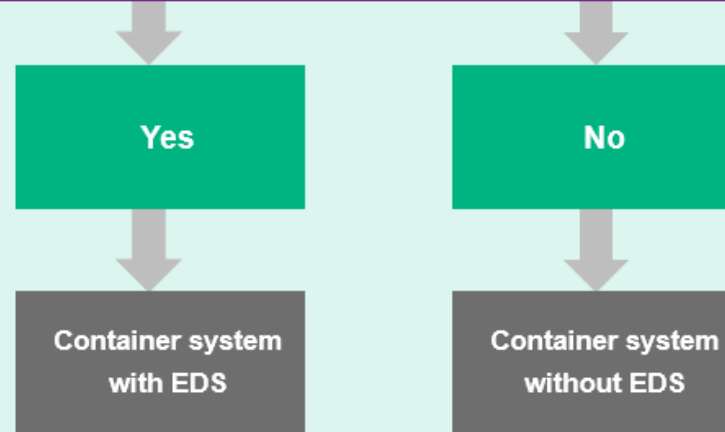
- AICON® container ensures sterility on the wide edge of the container edge, making inner packaging unnecessary. The design of the gasket as well as of the edge of the container bottom facilitates an aseptic presentation.
- The upper edge of the AICON® container bottom is tested to be sterile. Regarding the aseptic presentation, the inner packaging has no effect anymore. (Verweis auf vorliegendes Dokument dazu)
- But if the customer still fears a contamination and will continue with the inner packaging, a AICON® container with EDS is not practicable for this application. The AICON® container without EDS is sufficient.

### Effects

- High economic savings achievable by dispensing with inner packaging.

## 1.e. Segment customers

The merging of bottom and basket after the washing process is complicated or leads to waiting times and thus process interruptions?



### Customer expectation: Flexible container usage

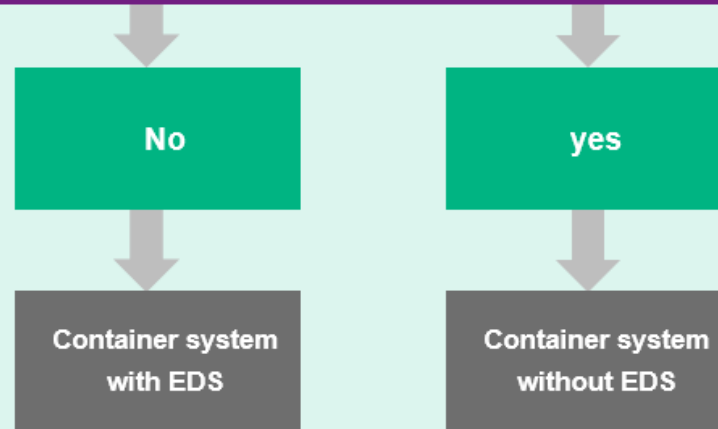
- Thanks to the removable face plate for identification labels, AICON® container bottoms can be guided neutrally through the sterilization process.
- The removed face plate for identification labels can be reattached to an already prepared AICON® container bottom.
- See Simple Show

### Effects

- No waiting times in case of a longer process time for AICON® container bottom preparation.
- Fewer AICON® container bottoms required in the overall process due to flexible assignment.
- Less storage space required around the washing machines.

## 1.e. Segment customers

**The customer complains residual moisture in the sterile goods when using plastic trays?**



### **Customer expectation: Continued use of plastic trays**

- With plastic trays, the condensate usually remains in the tray and does not run off into the floor of the bottom. The EDS system can therefore usually not work effectively here.

### **Effects**

- Limited effect on the drying properties.
- Business opportunity for set consulting etc.

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h How to continue?



## 1.f. Find contact person



1. Who can influence the decision?
2. Who actively decides on the conclusion of a sale?
3. Who are the users of the product?

1. Presentation of the container to a committee

### Please note:

- Different hospital departments / areas should not be addressed individually
- Attract the interest of management
- Presentation to management, OR management, CSSD management and other decision-makers and users
- Know and address various positive arguments for the various members of the Buying Center

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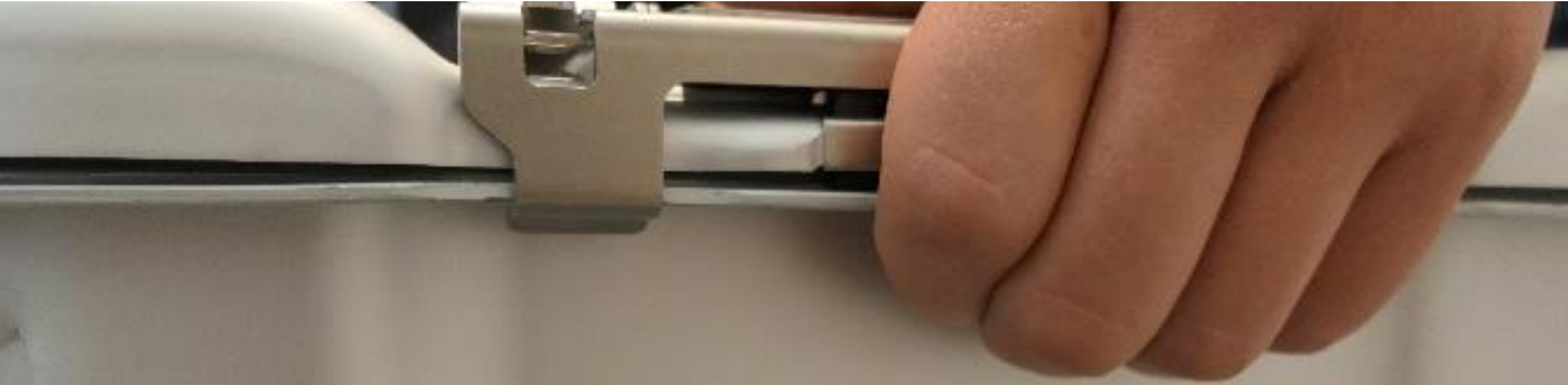
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h

How to continue?

## 1.g. FAQs



### Difficulties and solutions described about...

- |                         |                          |
|-------------------------|--------------------------|
| 1. Handle               | 7. Bottom                |
| 2. Face plate           | 8. Lid                   |
| 3. Labels               | 9. Condensate Discharges |
| 4. Signs for face plate | 10. Cleaning             |
| 5. Lid lock             | 11. Tracking             |
| 6. Single use filters   |                          |

### More information under

**PPP “AICON, Guidance, Step1, FAQs.pptx”**

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How to continue?

## 1.h. How to continue?



### ...ideally with using the SAM Light App

- Small software tool for sales reps to collect digitally process data of a customer in an organized way and short time.
- The tool immediately delivers a report from the collected data with which guides the sales representative through the presentation provided to the customer.
- **For more information see PPP “AICON, Guidance, Step 2, SAM App Container Condition Check Tutorial.pptx”.**

### In case of interest...

- Only introduced countries into this topic and the SAM philosophy are allowed to use the SAM Light App.
- In case of interest, please do not hesitate to contact your responsible Business Development Manager.